



TOP SECRET

# 7 Secrets to Peak Producer Performance

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In my role as an Agency Transformer, I have had the opportunity to coach and mentor, and learn from numerous Peak Performance Producers. I define a Peak Performer as one who is maximizing his or her potential for success. Peak Performers go about their business with clarity and a sense of excitement, purpose, passion and pride. While these individuals come from all walks of life and have differing skill sets, they share the following “7 Secrets to Peak Performance.”

## **Secret #1 – It’s Not About the Insurance Sale**

Peak Performance Producers have a different view of work than the average business development specialist. Peak Performers move about life with a purpose far beyond the sale of insurance. There is great meaning to their profession. They see themselves as missionaries

whose work is to protect the assets of those whom they serve. The insurance transaction is nothing more than a small piece of their delivery platform.

Unlike the Peak Performer, the average producer cannot see beyond the insurance transaction to comprehend the meaning and magnitude of his or her work. They get bogged down in price and product – the commodity. They cannot appreciate the beauty and purity of their mission.

Peak Performers relish the fact that they are in the business to create “an experience” for those whom they serve. While each has value added tools and strategies to differentiate themselves in the marketplace, it is their ability to create “an experience” that separates them from the competition. Products and services can easily be commoditized, unique experiences cannot.

Peak Performers often ask the question “Is my performance memorable?” It is their dedication to go above and beyond value added services that separate them from the competition.

### **Secret #2 – Relational Capital**

Peak Performers build deep, long lasting relationships. They understand that relationships are rarely pursued and captured. Rather, relationships are rooted in a rich soil consisting of a blend of mutual trust, respect and shared values. Fully grown, relationships produce bonds and connections that enhance both parties’ opportunity to succeed.

The Peak Performance Producer is an expert at creating Relational Capital consisting of credibility, integrity and authenticity. The degree to which the Peak Performer delivers Relational Capital is best demonstrated through customer intimacy and loyalty as evidenced by high hit ratios, retention, referrals and cross sell opportunities.

Peak Performers know how to turn their Relationship Network into a referral machine. The great myth of networking is that you reach out to others only at the time of need. This is incorrect. Peak Performance Producers built their network long before they needed anything at all. Creating a community is not a short term solution or a one off activity only to be used when necessary. It begins with a predetermined plan and a strategy to carry it out. The strategy is built upon the constant process of connecting – of offering and asking for help. When you put people in touch with one another and give your time, expertise and share freely, the pie gets bigger for everyone.

### **Secret #3 – Visions and Goals**

The ability to create visions and set goals is essential to the success of Peak Performance Producers. Visions allow them to see themselves at some point in the future, while goals offer a road map to reach those visions. The Peak Performer understands that there is nothing more rewarding than having visions, setting goals to reach those visions and focusing in as the visions become reality.

Goal-setting is a powerful process of becoming clear about the Peak Performer's ideal future, designing an action plan to get there, launching into action and persisting until the destination is reached. The Peak Performer has a knack of turning their vision into reality.

Peak Producer Performers live each day with a sense of clarity, confidence, purpose and passion. Why? Because they have learned the art of visioning and goal-setting to:

- Decide what is important in his or her life
- Decide what they want to achieve
- Separate what is important from what is irrelevant
- Be motivated
- Facilitate his or her ability to benchmark progress
- Gain self-confidence as their goals become reality

The average producer does not appreciate the importance of visioning or goal-setting. Because they lack a goal-setting navigation system, they have little control over their destination.

#### **Secret #4 – Unique Message**

Peak Performers articulate how they create value through their unique message which takes the form of a value proposition which is clear, concise and compelling. It serves as the reason for their professional existence. It is an irresistible offer – an invitation that is so attractive that the customer would be out of his or her mind to refuse the offer. The Peak Performer's unique message goes beyond functional product or service descriptions to express the tangible results that the customer can expect to achieve. With a distinguished value proposition, the Peak Performer is unique and indispensable. Without a compelling message, he or she is ordinary and disposable.

#### **Secret #5 – Criteria Filter**

The criteria filter is the Peak Performers tool to screen out price shoppers. It is a means to determine if the prospective client meets or falls below his or her standards. Why is the criteria filter so important? Because it protects the five essentials to peak performance – time, reputation, confidence, money and relationships.

Unlike the typical producer who has a random approach to prospect research and qualification, the Peak Performer's approach is disciplined and strategic. He or She knows what is at risk. The criteria filter gives the Peak Performer a distinct "Home Field Advantage" – favorable conditions that increase their winning percentage.

#### **Secret #6 – Work/Life Balance**

Peak Performers make room in their busy lives to take care of their physical and mental well being. The Peak Performer will not let the demands of their work infringe upon the quality and quantity of time they spend with family, friends, hobbies and community. Work/life balance is



essential to their success. This equilibrium among all priorities allows them to charge ahead with clarity and energy.

Work/life balance is a differentiator in the performance of producers. The intense, competitive business climate has created a corporate culture that demands more and more to get ahead. Taking time to recharge one's batteries is an essential ingredient to work/life balance.

### **Secret #7 – The Inner Game**

The Inner Game consists of mental toughness, commitment, motivation, positive attitude and self-discipline. The Peak Performer not only knows how to play the "Inner Game," they know how to win. Peak Performers stay focused and know how to deal with adversity. They understand the importance of controlling their emotions. It is this inner strength that allows them to achieve peak performance even in the most pressure packed situations and in the toughest of times.

Peak Performance success doesn't just happen. It is a result of dedication, determination and sacrifice. Commitment starts in the Peak Performer's heart and soul. It gives them inspiration to carry forward even when confronted with challenge and turbulence.

The most noteworthy attribute of peak performance is attitude. Attitude is a choice which has a profound impact on the performance of the Peak Producer. A positive attitude gives him or her a competitive edge while a negative attitude impairs performance. Attitude is a distinguishing factor between the average and Peak Performance Producer. Peak Performers are also highly disciplined. This is evidenced by the manner in which they set priorities and design their lifestyle.

It is the "7 Secrets to Peak Producer Performance" that enables the Peak Producer to maximize his or her potential for success. It is no wonder that Peak Producers go about life with a sense of confidence, purpose, passion and pride.

### **About the Author**

Scott Addis, CPCU, CRA, CBWA is the CEO of Beyond Insurance and is recognized as an industry leader having been named a Philadelphia finalist for *Inc. Magazine's* "Entrepreneur of the Year" award as well as one of the "25 Most Innovative Agents in America." Beyond Insurance is a consulting firm that offers leadership training, cultural transformation, and talent and tactical development for enlightened professionals who are looking to take their practice to the next level. Since 2007, the proven and repeatable processes of Beyond Insurance have transformed individuals and organizations as measured by enhanced organic growth, productivity, profitability, and value in the marketplace